

Message Text

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PAGE 01 BUCAR 01880 301735Z

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 INR-07 NSAE-00 PA-02 PRS-01

SP-02 CU-04 OES-05 NSF-02 COME-00 EB-07 /043 W

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R 301350Z APR 75

FM AMEMBASSY BUCHAREST

TO USIA WASHDC

INFO SECSTATE WASHDC 2547

AMEMBASSY BELGRADE

AMEMBASSY BUDAPEST

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS BUCHAREST 1880

BELGRADE FOR USIS; BUDAPEST, PRAGUE, SOFIA, WARSAW FOR P&C

VIENNA FOR RPO

E.O. 11652: N/A

TAGS: SCUL RO

SUBJ: DISTRIBUTION OF LOCALLY PREPARED INSERT WITH
CORE MAGAZINE (SINTEZA)

1. POST BEGAN DISTRIBUTION THIS WEEK OF CORE MAGAZINE SINTEZA (NO. 15) WHICH INCLUDES A SPECIALLY PREPARED INSERT ON THE U.S.-ROMANIAN CULTURAL AND SCIENTIFIC EXCHANGES AGREEMENT SIGNED IN BUCHAREST LAST DECEMBER. THE INSERT INCLUDES THE FULL TEXT OF THE AGREEMENT AND POST-PREPARED ARTICLES AND PHOTOS EDITED AND PRINTED BY RPO VIENNA. INTRODUCTORY ARTICLE BY AMBASSADOR IS FOLLOWED BY SPECIALIZED PIECES ON EXCHANGES/ CULTURAL PRESENTATIONS, SCIENCE ATTACHE PROGRAMS, USIA EXHIBIT PROGRAMS (WITH SPECIAL EMPHASIS ON SIE EXHIBITS) AND SEPARATE ARTICLES ON AMERICAN LIBRARY BUCHAREST AND ROMANIAN LIBRARY IN NEW YORK; LATTER WAS WRITTEN BY FORMER ROMANIAN LIBRARY DIRECTOR AND PROVIDES FIRST-TIME CONTRIBUTION BY ROMANIAN WRITER TO OUR CORE MAGAZINE AND (POSSIBLY)

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PAGE 02 BUCAR 01880 301735Z

FIRST CONTRIBUTION BY ANY LOCAL WRITER TO IEE-AREA CORE MAGAZINE.

2. THE INSERT ON THE AGREEMENT AND ITS ACTIVITIES PROVIDE POST WITH A UNIQUE CHANNEL FOR COMMUNICATING TO AN IMPORTANT ROMANIAN AUDIENCE ABOUT A BILATERAL SUBJECT WHICH RECEIVES MARGINAL COVERAGE IN LOCAL MEDIA DESPITE WHAT WE PERCEIVE TO BE WIDESPREAD INTEREST IN THE SUBJECT. DISTRIBUTION OF FULL TEXT OF THE AGREEMENT IS VIEWED AS PARTICULARLY SIGNIFICANT SINCE THE DOCUMENT IS NOT WIDELY CIRCULATED WITHIN ROMANIA. HIGH REPUTATION ESTABLISHED BY SINTEZA SINCE FIRST ISSUE IN MID-1972 MAKES IT WIDELY READ PUBLICATION (15,000 COPIES PER ISSUE).

3. POST IS PARTICULARLY GRATEFUL TO RPO VIENNA FOR CO-OPERATION IN PREPARING THIS TIMELY INSERT AS WELL AS COPIES OF THE PROGRAM OF EXCHANGES FOR AGREEMENT (IN ENGLISH AND ROMANIAN - 250 COPIES EACH) WHICH WILL BE SIMILARLY DISTRIBUTED.

4. POST HOPES THAT WE MAY ENGAGE IN SUCH PROJECTS AGAIN IN THE FUTURE TO COMPLEMENT CORE MAGAZINE PROVIDED THROUGH RSC BEIRUT.
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Message Attributes

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Document Unique ID: 00
Drafter: n/a
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Margaret P. Grafeld
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